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OFFICE OF
**Privacy
Protection**



**CALIFORNIA
DEPARTMENT OF
CONSUMER AFFAIRS**



OFFICE OF Privacy Protection

California is the first state to have an agency dedicated to promoting and protecting the privacy rights of consumers. The California Office of Privacy Protection, which opened in 2001, assists thousands of consumers, businesses, and other organizations each year.

THE CALIFORNIA OFFICE OF PRIVACY PROTECTION

ASSISTS consumers with identity theft and other privacy-related problems.

PROVIDES consumer education and information on privacy issues.

COORDINATES with law enforcement on identity theft investigations and training.

RECOMMENDS policies and practices that protect individual privacy rights.

BASIC PRIVACY PRINCIPLES

These widely accepted Fair Information Practice Principles are the basis for many privacy laws in the United States, Canada, Europe and other parts of the world.¹

OPENNESS

There should be a general policy of openness about the practices and policies with respect to personal information.

COLLECTION LIMITATION

Personal information should be collected by lawful and fair means and with the knowledge or consent of the subject. Only the information necessary for the stated purpose should be collected.

PURPOSE SPECIFICATION

The purpose for collecting personal information should be specified at the time of collection. Further uses should be limited to those purposes.

USE LIMITATION

Personal information should not be used for purposes other than those specified, except with the consent of the subject or by the authority of law.

DATA QUALITY

Personal information should be accurate, complete, timely, and relevant to the purpose for which it is to be used.

INDIVIDUAL PARTICIPATION

Individuals should have the right to inspect and correct their personal information.

SECURITY SAFEGUARDS

Personal information should be protected against such risks as loss, unauthorized access, destruction, modification, or disclosure.

ACCOUNTABILITY

Someone in an organization should be held accountable for compliance with the organization's privacy policy.

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¹ Based on the OECD's *Guidelines on the Protection of Privacy and Transborder Flows of Personal Data*, at www.oecd.org.